

Rep Order# 8862222 Ver# 1 Status New  
EC'd Yes

Traffic Order# 37220

Printed: 09/10/2012 3:36 PM  
Last Received: 09/10/2012 9:37 AM  
Showing Buylines: All Lines

1 of 6

Station KLAS-TV LAS VEGAS  
Advertiser ( ) CROSSROADS GPS  
Product ISSUE  
Estimate# 976  
Buyer EMILY MILHOAN  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E //976  
Flight Dates 09/12/2012 - 09/21/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER STARTS 9/12  
SHARES EST  
PLS CNF  
T/R STEFAN FOR MIKE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	W-F	500A-600A		:30	\$800.00	09/12-09/14	2	1	2	\$1,600.00	
				Buyline Comment: NEWS								
	2	M-TU	500A-600A		:30	\$800.00	09/17-09/18	1	1	1	\$800.00	
				Buyline Comment: NEWS								
	3	W-F	600A-700A		:30	\$900.00	09/12-09/14	1	1	1	\$900.00	
				Buyline Comment: NEWS								
	4	M-F	600A-700A		:30	\$900.00	09/17-09/21	3	1	3	\$2,700.00	
				Buyline Comment: NEWS								
	5	W-F	700A-900A		:30	\$800.00	09/12-09/14	3	1	3	\$2,400.00	
				Buyline Comment: CBS THIS MORNING								
	6	M-F	700A-900A		:30	\$800.00	09/17-09/21	5	1	5	\$4,000.00	
				Buyline Comment: CBS THIS MORNING								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	7	W-F	900A-1000A		:30	\$750.00	09/12-09/14	1	1	1	\$750.00	
				Buyline Comment: LIVE WITH KELLY								
	8	M-F	900A-1000A		:30	\$750.00	09/17-09/21	3	1	3	\$2,250.00	
				Buyline Comment: LIVE WITH KELLY								
	9	W-F	1200P-1230P		:30	\$750.00	09/12-09/14	2	1	2	\$1,500.00	
				Buyline Comment: NEWS								
	10	M-F	1200P-1230P		:30	\$750.00	09/17-09/21	2	1	2	\$1,500.00	
				Buyline Comment: NEWS								
	11	W-F	200P-300P		:30	\$800.00	09/12-09/14	1	1	1	\$800.00	
				Buyline Comment: THE TALK								
	12	M-F	200P-300P		:30	\$800.00	09/17-09/21	3	1	3	\$2,400.00	
				Buyline Comment: THE TALK								
	13	W-F	300P-400P		:30	\$900.00	09/12-09/14	2	1	2	\$1,800.00	
				Buyline Comment: ELLEN								
	14	M-F	300P-400P		:30	\$900.00	09/17-09/21	2	1	2	\$1,800.00	
				Buyline Comment: ELLEN								
	15	W-F	400P-500P		:30	\$1,100.00	09/12-09/14	1	1	1	\$1,100.00	
				Buyline Comment: NEWS								
	16	M-F	400P-500P		:30	\$1,100.00	09/17-09/21	3	1	3	\$3,300.00	
				Buyline Comment: NEWS								
	17	W-F	500P-630P		:30	\$1,300.00	09/12-09/14	2	1	2	\$2,600.00	
				Buyline Comment: NEWS								

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---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	18	M-F	500P-630P		:30	\$1,300.00	09/17-09/21	2	1	2	\$2,600.00	
				Buyline Comment: NEWS								
	19	W-F	630P-700P		:30	\$2,500.00	09/12-09/14	1	1	1	\$2,500.00	
				Buyline Comment: INSIDE EDITION								
	20	M-F	630P-700P		:30	\$2,500.00	09/17-09/21	3	1	3	\$7,500.00	
				Buyline Comment: INSIDE EDITION								
	21	W-F	700P-800P		:30	\$2,500.00	09/12-09/14	2	1	2	\$5,000.00	
				Buyline Comment: ET/INSIDER								
	22	M-F	700P-800P		:30	\$2,500.00	09/17-09/21	2	1	2	\$5,000.00	
				Buyline Comment: ET/INSIDER								
	23	M	1000P-1100P		:30	\$10,000.00	09/17-09/17	1	1	1	\$10,000.00	
				Buyline Comment: HAWAII 5-0								
	24	W-F	1100P-1135P		:30	\$1,900.00	09/12-09/14	2	1	2	\$3,800.00	
				Buyline Comment: NEWS								
	25	M-F	1100P-1135P		:30	\$1,900.00	09/17-09/21	2	1	2	\$3,800.00	
				Buyline Comment: NEWS								
	26	W-F	1135P-1237A		:30	\$750.00	09/12-09/14	1	1	1	\$750.00	
				Buyline Comment: LETTERMAN								
	27	M-F	1135P-1237A		:30	\$750.00	09/17-09/21	3	1	3	\$2,250.00	
				Buyline Comment: LETTERMAN								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	28	TU	800P-900P		:30	\$18,000.00	09/18-09/18	1	1	1	\$18,000.00	
				Buyline Comment: NCIS								
	29	TU	900P-1000P		:30	\$18,000.00	09/18-09/18	1	1	1	\$18,000.00	
				Buyline Comment: NCIS LA								
	30	W	900P-1000P		:30	\$18,000.00	09/12-09/19	1	2	2	\$36,000.00	
				Buyline Comment: CRIMINAL MINDS								
	31	W	1000P-1100P		:30	\$12,000.00	09/12-09/19	1	2	2	\$24,000.00	
				Buyline Comment: CSI								
	32	TH	1000P-1100P		:30	\$7,500.00	09/13-09/20	1	2	2	\$15,000.00	
				Buyline Comment: THE MENTALIST								
	33	F	900P-1000P		:30	\$7,500.00	09/14-09/21	1	2	2	\$15,000.00	
				Buyline Comment: CSI NY								
	34	F	1000P-1100P		:30	\$10,000.00	09/14-09/21	1	2	2	\$20,000.00	
				Buyline Comment: BLUE BLOODS								
	35	SA	500A-700A		:30	\$550.00	09/15-09/15	1	1	1	\$550.00	
				Buyline Comment: CBS THIS MORNING								
	36	SA	500P-530P		:30	\$2,000.00	09/15-09/15	1	1	1	\$2,000.00	
				Buyline Comment: NEWS								
	37	SA	630P-700P		:30	\$2,000.00	09/15-09/15	1	1	1	\$2,000.00	
				Buyline Comment: NEWS								

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	38	SA-SU	1100P-1135P		:30	\$900.00	09/15-09/16	2	1	2	\$1,800.00	
		Buyline Comment: NEWS										
	39	SU	800A-830A		:30	\$1,500.00	09/16-09/16	1	1	1	\$1,500.00	
		Buyline Comment: NEWS										
	40	SU	500P-530P		:30	\$2,500.00	09/16-09/16	1	1	1	\$2,500.00	
		Buyline Comment: NEWS										
	41	SU	530P-600P		:30	\$550.00	09/16-09/16	1	1	1	\$550.00	
		Buyline Comment: INSIDE EDITION										
	42	SU	630P-700P		:30	\$2,500.00	09/16-09/16	1	1	1	\$2,500.00	
		Buyline Comment: NEWS										
	43	SU	700P-800P		:30	\$20,050.00	09/16-09/16	1	1	1	\$20,050.00	
		Buyline Comment: 60 MINUTES										

---REPORT TOTALS---

Report Totals: 78 / \$254,850.00

---SALES MONTHLY TOTALS---

Sep 12: 78 / \$254,850.00

Sales Totals: 78 / \$254,850.00

Station Totals: 78 / \$254,850.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$849,500	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

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Books FEB11  
Demos RA35+